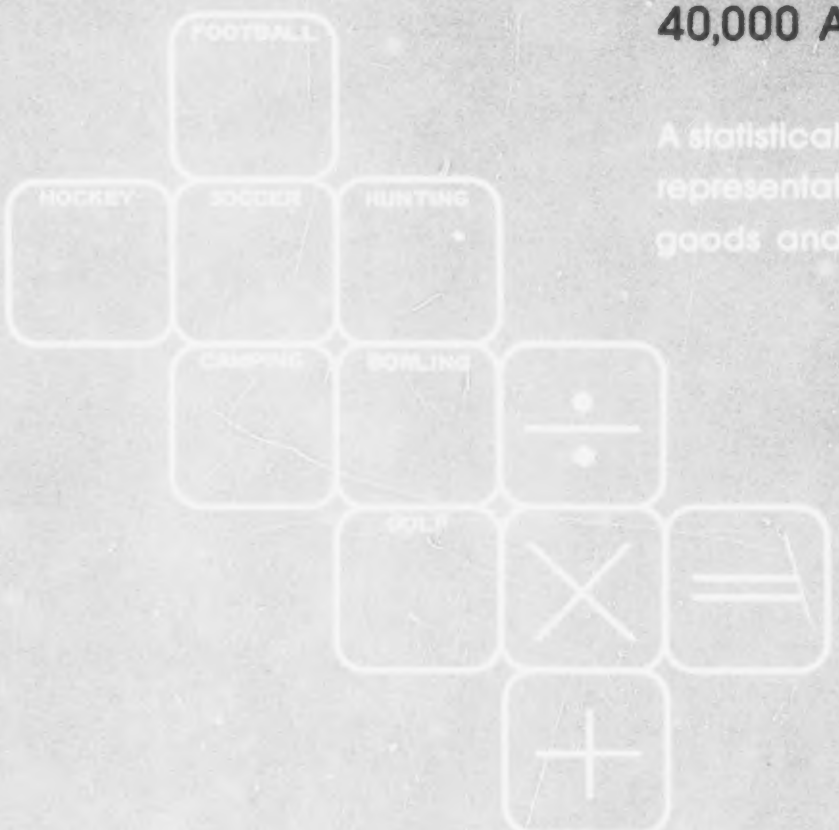
THE SPORTING GOODS MARKET

$85.00

A7485-2 U
7/24/81

with demographics for 1980 based on interviews with 40,000 American families

A statistical study of retail sales for representative categories of sporting goods and recreational equipment



THE NATIONAL SPORTING GOODS ASSOCIATION
717 N. Michigan Ave. • Chicago, IL 60611
(312) 944-0205 • TWX 910-221-2671

BEST AVAILABLE COPY

THE SPORTING GOODS MARKET IN 1981

A statistical study of retail sales for representative categories of sporting goods and recreational equipment

Price $85.00

Prepared for the

NATIONAL SPORTING GOODS ASSOCIATION

BY

IRWIN BROH & ASSOCIATES, INC.
1001 East Touhy Avenue
Des Plaines, Illinois 60018
Phone: (312) 297-7515

Copyright 1981

by the

NATIONAL SPORTING GOODS ASSOCIATION
717 No. Michigan Avenue
Chicago, Illinois 60611
Phone: (312) 944-0205

All rights in this book are reserved. No part of this book may be used or reproduced in any manner whatsoever without written permission from the National Sporting Goods Association, except in the case of brief quotations embodied in critical articles and reviews. For permission or information, contact Mr. Thomas B. Doyle, Director of Information & Research of the above association.

TABLE OF CONTENTS

INTRODUCTION 2

SPORTING GOODS SALES PROJECTIONS..... 4

DETAILED SALES PROJECTIONS 5

- Archery Equipment..... 6
- Baseball and Softball Equipment..... 7
- Basketball Equipment..... 8
- Billiard Equipment..... 9
- Bowling Accessories..... 10
- Camping Equipment..... 11
- Exercise Equipment..... 14
- Firearms and Hunting Equipment..... 16
- Fishing Tackle..... 18
- Golf Equipment..... 20
- Ice Skates and Hockey Equipment..... 22
- Racquetball..... 23
- Roller Skates and Skateboards..... 24
- Snow Skiing Equipment..... 25
- Soccer Equipment..... 27
- Sport Footwear..... 28
- Tennis Equipment..... 33

DEMOGRAPHIC DISTRIBUTION OF 1980 CONSUMER PURCHASES..... 35

REGIONAL SHARES OF U.S. PURCHASES..... 44

INTRODUCTION

The survey procedure used for this report is similar to that used to project 1973-1979 consumer purchases. The basic consistency in methodology provides a sound basis for comparing overall purchase statistics. Future reports will continue to be based on similar consumer surveys so as to permit an analysis of trends.

This report presents projections of 1980 consumer purchases of sporting goods products based on a survey among a total of 40,000 households. This large panel was divided into two representative samples of 20,000 households each so that a maximum number of individual sporting goods products could be included in the survey. In total, 36 products were included in the Study. Replies were received from approximately 80% of the sample.

A *Sport Footwear* category is shown for the first time. In prior reports shoe sales were included in the appropriate sport categories. The figures shown in the table on page 4 have been adjusted to reflect the separate reporting of Sport Footwear.

Estimates of retail sales are shown for some products which were not included in the survey. These estimates are based on reliable published statistics where available. In other cases reliance was placed on knowledgeable industry sources. Considering the growing popularity of sports-style clothing, our sales projectons may grossly understate the size of the market. So much of this clothing is used for both athletics and leisure that definitions are cloudy.

In additon to the consumer survey, this report presents projections of Athletic Goods Team Sales prepared by the National Sporting Goods Association.

The consumer survey questionnaire responses contain a substantial amount of detail not shown in this report. For example, the data can show percent distribution of purchases by price point and by state. Also, the fact that we have identified recent purchasers of 36 different products means that follow-up studies among recent owners can easily be done on specific products. There is a cost for providing additional data. Anyone interested in obtaining further market research should contact either the National Sporting Goods Association or Irwin Broh & Associates.

The consumer panel used in this study is maintained by National Family Opinion, Inc., operator of the largest consumer panel in the U.S. with almost 200,000 households. The panels are balanced to parallel the actual household distribution as reported by the U.S. Bureau of the Census, in five important characteristics: Census region, income, household size, age of head, and population density. For example, 5.9% of the U.S. households live in New England, and 5.9% of the panel households live in New England.

The footnotes used in this report are explained below:

(a) Estimated for 1979. Not included in 1979 consumer survey.
(b) Estimated for 1980. Not included in 1980 consumer survey.
(e) Estimated. Not included in consumer survey for that year.
n.a. Not available
* Respondent base too small for meaningful calculation.

PROJECTED SALES OF SPORTING GOODS
(in millions)

Product Category	1979	1980	1981	Percent Increase 1981 vs. 1980
Archery Equipment	$ 129.7R	$ 148.6	$ 163.0	10%
Baseball & Softball Equipment*	142.5	157.9	177.0	12
Basketball Equipment*	63.5	62.9	66.0	5
Billiard Equipment	188.5R	184.6	166.0	(10)
Bowling Accessories*	94.8	94.9	95.0	-
Camping Equipment*	433.6	502.8	548.0	9
Exercise Equipment*	396.1	541.7	650.0	20
Firearms & Hunting Equipment*	1,280.8	1,390.6	1,488.0	7
Fishing Tackle	515.5	538.8	571.0	6
Football Equipment*	49.6	50.0	50.0	-
Golf Equipment*	488.0	483.4	498.0	3
Ice Skates & Hockey Equipment	63.9	79.4	79.0	-
Racquetball Racquets*	82.5	73.8	65.0	(12)
Roller Skates	90.4	135.5	68.0	(50)
Skin Diving & Scuba Gear	68.6	70.0	70.0	-
Snow Skiing Equipment				
Downhill Equipment	474.5	455.4	455.0	-
Cross-country Equipment	131.7	116.8	117.0	-
	606.2	572.2	572.0	-
Soccer Equipment*	46.1	54.4	57.0	5
Sport Footwear	1,530.7	1,622.9	1,818.0	12
Table Tennis Equipment	36.7	33.0	33.0	-
Tennis Equipment*	343.4	340.6	341.0	-
Water Skis	123.3	123.0	123.0	-
Volley & Badminton Sets	28.1	30.9	34.0	10
Athletic Goods Team Sales	1,225.2	1,285.0	1,362.0	6
Sub-total	$ 8,027.7	$ 8,576.9	$ 9,094.0	6
Recreational Transport**				
Bicycles & Supplies	$ 1,290.1	$ 1,233.0	$ 1,418.0	15
Pleasure Boats, Motors & Accessories	3,630.0	2,718.0	3,222.0	18
Recreational Vehicles	2,139.0	1,178.4	1,237.0	5
Snowmobiles	254.4	216.0	259.0	20
Total Recreational Transport	$ 7,313.5	$ 5,345.4	$ 6,136.0	15
Total All Products	$15,341.2	$13,922.3	$15,230.0	9

* Shoes included in Sport Footwear

R Revised

** Sales and forecasts were provided by industry associations.

DETAILED SALES PROJECTIONS

The data showing percent of units by place of purchase is based only on the *most recent* purchase. The percentages are indicative of the relative unit sales by type of outlet, but they do not represent the actual percent of units sold by each type of outlet.

The questionnaires listed the following types of outlets:

General Sporting Goods Store
Sport Specialty & Pro Shop
Department Store
Discount Store
Catalog
Other Outlet

Purchasers checked the type of outlet where the purchase was made. The questionnaires offered no additional explanation or definition of types of stores.

ARCHERY EQUIPMENT

1980 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1979 Units	Dollars
Bows	610	$99.92	$60,951	(8%)	15%
Arrows (Dozen)			50,600		15 (a)(b)
Accessories			37,000		12 (a)(b)
Total			$148,551		15

Note: 1976 thru 1979 bow sales projections were revised downward. The revised figures are shown in the table below.

BOWS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	23.4%	$111.60
Sport Specialty & Pro Shops	30.9	122.06
Department Stores	8.4	*
Discount Stores	16.8	66.94
Catalogs	10.3	*
Other Outlets	9.3	*
No Answer	0.9	*
Total	100.0%	$ 99.92

1976-1980 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	.7	52.7
1977	.7	50.3
1978	.6	46.6
1979	.7	52.7
1980	.6	61.0

BASEBALL AND SOFTBALL EQUIPMENT

1980 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1979 Units	Dollars
Gloves	4,021	$22.93	$ 92,201	(3)	15
Balls			20,400		5 (b)
Bats			19,900		7 (b)
Uniforms			25,400		5 (b)
Total			$157,901		11

BASEBALL GLOVES

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	23.0%	$29.22
Sport Specialty & Pro Shops	10.2	32.80
Department Stores	23.7	20.38
Discount Stores	32.3	18.30
Catalogs	1.9	*
Other Outlets	8.0	18.60
No Answer	0.9	*
Total	100.0%	$22.93

1976-1980 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	3.9	65.1
1977	4.6	81.0
1978	4.0	73.7
1979	4.2	80.3
1980	4.0	92.2

BASKETBALL EQUIPMENT

1980 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1979 Units	Dollars
Basketballs	3,200	$12.42	$39,744	-	(2%)
Backboards			23,200		- (b)
Total			$62,944		(1)

BASKETBALLS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	20.5%	$16.57
Sport Specialty & Pro Shops	6.5	*
Department Stores	24.6	10.92
Discount Stores	33.9	10.32
Catalogs	1.9	*
Other Outlets	9.8	7.48
No Answer	2.8	*
Total	100.0%	$12.42

1976-1980 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	3.8	37.7
1977	4.4	45.1
1978	3.0	33.9
1979	3.2	40.4
1980	3.2	39.7

BILLIARD EQUIPMENT

1980 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1979 Units	Percent Increase (Decrease) vs. 1979 Dollars
Billiard Tables (Selling over $99.50)	260	$645.07	$167,718	(21%)	(3%)
Supplies			16,900		10 (a)(b)
Total			$184,618		(2%)

Note: 1979 consumer purchases were revised upward from 240,000 tables to 334,300 tables. The average price of $517.85 did not change. The corresponding increase in retail value was $124,284 to $173,117.

BILLIARD TABLES

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	6.7%	*
Sport Specialty & Pro Shops	33.4	$894.27
Department Stores	20.0	*
Discount Stores	8.9	*
Catalogs	4.4	*
Other Outlets	24.4	*
No Answer	2.2	*
Total	100.0%	$645.07

1976-1980 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	.3	116.4
1977	.2	93.9
1978	.2	106.9
1979	.3	173.1
1980	.3	167.7

BOWLING ACCESSORIES

1980 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1979 Units	Dollars
Balls	2,000	$33.93	$67,860	(10%)	-%
Bags			27,000		- (b)
Total			$94,860		-

BOWLING BALLS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	15.2%	$32.00
Sport Specialty & Pro Shops	47.1	40.71
Department Stores	17.2	24.77
Discount Stores	10.4	23.84
Catalogs	-	-
Other Outlets	9.1	31.68
No Answer	1.0	*
Total	100.0%	$33.93

1976-1980 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	2.2	59.6
1977	2.4	67.9
1978	2.3	66.5
1979	2.2	67.9
1980	2.0	67.9

CAMPING EQUIPMENT

1980 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1979 Units	Dollars
Backpacks	1,780	$23.75	$ 42,275	11%	4%
Tents	1,435	98.45	141,276	10	29
Sleeping Bags	3,485	33.34	116,190	(12)	12
Camp Stoves	1,300	27.16	35,308		10 (a)
Lanterns			42,400		10 (b)
Ice Chests			115,600		15 (b)
Heaters			9,800		7 (a)(b)
Total			$502,849		16

CAMPING EQUIPMENT

BACKPACKS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	22.2%	$32.38
Sport Specialty & Pro Shops	15.0	46.61
Department Stores	19.6	15.40
Discount Stores	26.0	10.11
Catalogs	5.9	*
Other Outlets	10.5	13.72
No Answer	0.8	*
Total	100.0%	$23.75

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.7	37.1
1977	1.6	36.0
1978	1.4	32.7
1979	1.6	40.5
1980	1.8	42.3

TENTS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	17.3%	$102.79
Sport Specialty & Pro Shops	8.5	152.86
Department Stores	27.9	89.77
Discount Stores	20.6	73.16
Catalogs	17.7	111.18
Other Outlets	5.6	89.79
No Answer	2.4	118.67
Total	100.0%	$98.45

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.7	120.9
1977	1.3	96.7
1978	1.5	109.7
1979	1.3	109.4
1980	1.4	141.3

CAMPING EQUIPMENT

SLEEPING BAGS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	12.1%	$41.47
Sport Specialty & Pro Shops	7.3	80.17
Department Stores	25.4	23.27
Discount Stores	32.2	25.27
Catalogs	13.3	32.85
Other Outlets	7.3	21.67
No Answer	2.4	*
Total	100.0%	$33.34

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	6.4	151.9
1977	5.1	130.8
1978	4.5	114.3
1979	4.0	103.5
1980	3.5	116.2

CAMP STOVES

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	11.8%	$29.89
Sport Specialty & Pro Shops	9.2	*
Department Stores	29.6	27.13
Discount Stores	34.2	26.94
Catalogs	4.6	*
Other Outlets	9.9	*
No Answer	0.7	*
Total	100.0%	$27.16

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	n.a.	35.0(e)
1977	n.a.	33.3(e)
1978	1.3	31.9
1979	n.a.	32.0(e)
1980	1.3	35.3

EXERCISE EQUIPMENT

1980 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1979 Units	Dollars
Stationary Exercise Bikes	985	$104.03	$102,470	30%	44%
Barbells/Weights Sets	2,025	46.22	93,595	25	60
Spring Tension Exercisers			14,500		25 (b)
Weight Benches			74,100		50 (b)
Jump Ropes			11,000		10 (a)(b)
Warm-up Suits	8,636	28.49	246,040	16	30
Total			$541,705		37

STATIONARY EXERCISE BIKES

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	9.5%	$148.12
Sport Specialty & Pro Shops	3.3	*
Department Stores	32.4	90.22
Discount Stores	25.2	83.49
Catalogs	15.0	126.71
Other Outlets	12.4	88.68
No Answer	2.2	*
Total	100.0%	$104.03

1976-1980 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	n.a.	n.a.
1977	.6	43.2
1978	.8	63.7
1979	.8	78.2
1980	1.0	102.5

EXERCISE EQUIPMENT

BARBELLS/WEIGHT SETS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	12.9%	$45.69
Sport Specialty & Pro Shops	5.8	80.84
Department Stores	37.6	48.64
Discount Stores	28.3	30.45
Catalogs	6.5	61.89
Other Outlets	7.0	50.43
No Answer	1.9	*
Total	100.0%	$46.22

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	n.a.	n.a.
1977	1.5	50.0
1978	1.7	57.0
1979	1.6	58.3
1980	2.0	93.6

WARM-UP SUITS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	16.4%	$35.04
Sport Specialty & Pro Shops	13.0	42.73
Department Stores	38.7	25.44
Discount Stores	17.0	20.45
Catalogs	8.0	24.37
Other Outlets	4.8	27.18
No Answer	2.1	29.84
Total	100.0%	$28.49

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	6.5	132.8
1977	11.4	236.1
1978	7.5	168.8
1979	7.4	188.8
1980	8.6	246.0

FIREARMS AND HUNTING EQUIPMENT

1980 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1979 Units	Dollars
Shotguns	1,480	$159.02	$ 235,350	(4%)	(1)
Rifles	1,655	144.54	239,214	(13)	(5)
Handguns	2,820	103.00	290,460	12	25
Ammunition			424,600		19 (a)(b)
Reloading Equipment			49,000		- (b)
Hunting Clothing			86,000		- (b)
Airguns			66,000		- (b)
Total			$1,390,624		9

FIREARMS AND HUNTING EQUIPMENT

SHOTGUNS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	22.5%	$193.44
Sport Specialty & Pro Shops	16.7	198.02
Department Stores	14.2	123.72
Discount Stores	20.6	116.59
Catalogs	1.5	*
Other Outlets	22.5	148.08
No Answer	2.0	*
Total	100.0%	$159.02

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.6	200.0
1977	1.6	196.8
1978	1.6	221.7
1979	1.5	238.8
1980	1.5	235.4

RIFLES

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	26.0%	$177.63
Sports Specialty & Pro Shops	17.7	167.88
Department Stores	18.6	114.97
Discount Stores	15.3	93.52
Catalogs	1.9	*
Other Outlets	19.1	148.95
No Answer	1.4	*
Total	100.0%	$144.54

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	2.0	200.0
1977	1.9	205.2
1978	1.9	228.8
1979	1.9	252.4
1980	1.7	239.2

FISHING TACKLE

1980 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1979 Units	Dollars	
Rod-Reel Combinations	6,900	$28.42	$196,100	37%	41%	
Reels - Separate	4,240	21.99	93,238	(27)	(20)	
Rods - Separate			71,800		(20)	(b)
Lures, Lines, Tackle Boxes			177,700		5	(a)(b)
Total			$538,838		5	

Note: Total 1980 unit sales of reels were up 8%.

FISHING TACKLE

ROD-REEL COMBINATIONS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	19.4%	$34.68
Sport Specialty & Pro Shops	7.8	45.20
Department Stores	21.1	25.15
Discount Stores	40.8	24.92
Catalogs	2.5	*
Other Outlets	7.0	19.11
No Answer	1.4	*
Total	100.0%	$28.42

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	7.2	133.7
1977	8.5	176.0
1978	6.0	125.4
1979	5.0	139.6
1980	6.9	196.1

REELS (SEPARATE)

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	22.6%	$27.18
Sport Specialty & Pro Shops	11.0	29.63
Department Stores	15.4	18.94
Discount Stores	36.5	17.92
Catalogs	3.5	*
Other Outlets	9.4	20.53
No Answer	1.6	*
Total	100.0%	$21.99

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	7.2	113.4
1977	5.5	97.7
1978	5.3	102.7
1979	5.3	117.0
1980	4.2	93.2

GOLF EQUIPMENT

1980 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1979 Units	Dollars
Clubs (Individual)	7,531	$25.82	$194,450	(13%)	(10%)
Balls (Dozen)	11,300	12.15	137,295	3	5
Carts			16,600		6 (b)
Bags			37,700		5 (a)(b)
Clothing			97,300		10 (b)
Total			$483,345		(1%)

GOLF EQUIPMENT

SETS OF CLUBS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	9.8%	*
Sport Specialty & Pro Shops	50.8	$239.10
Department Stores	8.3	*
Discount Stores	12.1	130.06
Catalogs	5.3	*
Other Outlets	11.4	*
No Answer	2.3	*
Total	100.0%	$187.67

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units (Clubs)	Dollars
1976	12.1	239.6
1977	11.0	236.2
1978	9.1	200.7
1979	8.7	216.6
1980	7.5	194.5

BALLS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	17.8%	$11.97
Sport Specialty & Pro Shops	35.1	13.13
Department Stores	9.3	11.00
Discount Stores	26.7	10.88
Catalogs	2.2	*
Other Outlets	5.8	*
No Answer	3.1	*
Total	100.0%	$12.15

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units (Dozen)	Dollars
1976	14.2	165.0
1977	12.6	149.5
1978	10.9	135.7
1979	11.0	131.4
1980	11.3	137.3

ICE SKATES AND HOCKEY EQUIPMENT

1980 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1979 Units	Percent Increase (Decrease) vs. 1979 Dollars
Hockey Skates	450	$51.36	$23,112	11%	29%
Figure Skates			28,200		20 (b)
Hockey Sticks, Uniforms, and Protective Equipment			28,100		25 (a)(b)
Total			$79,412		24

HOCKEY SKATES

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	32.1%	$49.00
Sport Specialty & Pro Shops	42.1	69.00
Department Stores	8.6	*
Discount Stores	12.3	*
Catalogs	1.2	*
Other Outlets	3.7	*
No Answer	-	-
Total	100.0%	$51.36

1976-1980 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	.7	20.9
1977	.7	22.1
1978	.5	20.6
1979	.4	17.9
1980	.5	23.1

RACQUETBALL

1980 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1979 Units	Percent Increase (Decrease) vs. 1979 Dollars
Racquets	2,760	$26.74	$73,802	(31%)	(11%)

RACQUETS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	27.8%	$26.74
Sport Specialty & Pro Shops	15.9	34.21
Department Stores	16.8	20.29
Discount Stores	24.0	16.16
Catalogs	3.4	*
Other Outlets	11.1	21.83
No Answer	1.0	*
Total	100.0%	$23.63

1976-1980 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	.8	14.1
1977	1.9	34.3
1978	2.7	50.7
1979	4.0	82.5
1980	2.8	73.8

ROLLERSKATES AND SKATEBOARDS

1980 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1979 Units	Dollars
Shoe Skates	4,108	$31.39	$128,950	64%	104%
Skateboards			6,500		(76) (b)
Total			$135,450		50

SHOE ROLLERSKATES

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	8.0%	$38.88
Sport Specialty & Pro Shops	7.1	67.11
Department Stores	32.1	28.35
Discount Stores	29.2	24.76
Catalogs	8.7	25.57
Other Outlets	13.6	33.44
No Answer	1.3	*
Total	100.0%	$31.39

1976-1980 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	.9**	14.9**
1979	2.5**	63.3**
1980	4.1	128.9

** Includes Street Skates for 1978-1979.

SNOW SKIING EQUIPMENT

1980 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1979 Units	Percent Increase (Decrease) vs. 1979 Dollars
Cross-country					
Skis	774	$79.96	$61,889	(14%)	(12%)
Boots			33,400		(10) (b)
Bindings			10,900		(10) (b)
Poles			10,600		(10) (a)(b)
Total Cross-country			$116,789		(11)
Downhill					
Skis	728	$161.57	$117,623	(16%)	(1%)
Boots			88,500		(5) (b)
Bindings			41,900		(5) (b)
Poles			14,400		(5) (a)(b)
Skiwear			193,000		(5)
Total Downhill			$455,423		(4)
Total Snow Skiing			$572,212		(6)

SKIWEAR

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Annual Expenditure
General Sporting Goods	23.3%	$123.22
Sport Specialty & Pro Shops	42.6	182.77
Department Stores	12.7	73.55
Discount Stores	5.7	67.26
Catalogs	3.6	*
Other Outlets	4.5	*
No Answer	7.6	173.44
Total	100.0%	$139.51

1976-1980 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976		138.3 (e)
1977		172.9 (e)
1978		207.5
1979		203.0
1980		233.0

SNOW SKIING EQUIPMENT

CROSS-COUNTRY SKIS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	24.6%	$77.24
Sport Specialty & Pro Shops	55.8	89.16
Department Stores	5.8	*
Discount Stores	1.0	*
Catalogs	2.0	*
Other Outlets	9.8	*
No Answer	1.0	*
Total	100.0%	$79.96

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	(COMBINED WITH DOWNHILL)	
1977	(COMBINED WITH DOWNHILL)	
1978	.9	59.6
1979	.9	70.6
1980	.8	61.9

DOWNHILL SKIS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	34.1%	$153.66
Sport Specialty & Pro Shops	55.2	172.57
Department Stores	2.3	*
Discount Stores	3.8	*
Catalogs	-	-
Other Outlets	3.8	*
No Answer	.8	*
Total	100.0%	$161.57

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.2**	139.5**
1977	1.4**	151.2**
1978	1.0	120.0
1979	.9	119.1
1980	.7	117.6

** Includes Cross-Country skis.

SOCCER EQUIPMENT

1980 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1979 Units	Percent Increase (Decrease) vs. 1979 Dollars
Soccer Balls	2,615	$11.26	$29,445	24%	22%
Uniforms			24,900		13 (b)
Total			$54,345		18

SOCCER BALLS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	19.4%	$13.02
Sport Specialty & Pro Shops	7.0	16.09
Department Stores	15.9	10.80
Discount Stores	38.3	10.54
Catalogs	2.5	*
Other Outlets	15.6	8.90
No Answer	1.3	*
Total	100.0%	$11.50

1976-1980 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	n.a.	n.a.
1977	1.4	13.8
1978	1.9	21.8
1979	2.1	24.1
1980	2.6	29.4

SPORT FOOTWEAR

1980 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1979 Units	Percent Increase (Decrease) vs. 1979 Dollars
Baseball Shoes	2,385	$18.41	$ 43,908	(12%)	(2%)
Basketball Shoes	5,750	24.95	143,463	10	21
Bowling Shoes			32,600		- (b)
Football Shoes	1,330	22.08	29,366	-	16
Golf Shoes			49,000		- (b)
Gym Shoes/Sneakers	25,340	15.81	400,625	(30)	(21)
Hiking Boots	950	44.61	42,380	(28)	(22)
Hunting Boots			76,000		- (b)
Jogging/Running Shoes	13,478	24.32	327,785	(4)	8
Racquetball Shoes	1,105	26.81	29,625		- (a)
Soccer Shoes	3,780	15.45	58,401	8	13
Tennis Shoes	18,060	21.58	389,735	(12)	23
Total			$1,622,888		6

BASEBALL SHOES

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	34.7%	$22.48
Sport Specialty & Pro Shops	20.9	24.27
Department Stores	13.7	13.00
Discount Stores	18.7	10.36
Catalogs	0.3	*
Other Outlets	8.1	15.31
No Answer	3.6	*
Total	100.0%	$18.41

1976-1980 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	2.5	32.1
1977	2.8	38.2
1978	3.1	43.8
1979	2.7	45.0
1980	2.4	43.9

SPORT FOOTWEAR

BASKETBALL SHOES

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	31.6%	$27.77
Sport Specialty & Pro Shops	21.3	31.36
Department Stores	20.4	20.53
Discount Stores	12.2	15.22
Catalogs	0.5	*
Other Outlets	11.3	24.32
No Answer	2.7	*
Total	100.0%	$24.95

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	4.7	75.1
1977	5.0	83.6
1978	4.8	97.6
1979	5.2	118.7
1980	5.8	143.5

FOOTBALL SHOES

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	46.0%	$24.89
Sport Specialty & Pro Shops	23.2	28.50
Department Stores	11.2	13.52
Discount Stores	10.7	10.46
Catalogs	0.4	*
Other Outlets	5.8	*
No Answer	2.7	*
Total	100.0%	$22.08

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.6	22.8
1977	1.6	24.4
1978	1.5	25.1
1979	1.3	25.3
1980	1.3	29.4

SPORT FOOTWEAR

GYM SHOES/SNEAKERS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	10.2%	$24.23
Sport Specialty & Pro Shops	9.0	24.20
Department Stores	31.7	14.26
Discount Stores	26.5	11.20
Catalogs	1.9	13.56
Other Outlets	19.1	16.45
No Answer	1.6	*
Total	100.0%	$15.81

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	n.a.	n.a.
1977	n.a.	465.0 (e)
1978	42.1	511.9
1979	36.2	506.4
1980	25.3	400.6

HIKING BOOTS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	16.1%	$50.67
Sport Specialty & Pro Shops	15.6	58.21
Department Stores	18.3	38.15
Discount Stores	15.6	32.17
Catalogs	5.4	*
Other Outlets	24.2	46.16
No Answer	4.8	*
Total	100.0%	$44.61

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	n.a.	46.0 (e)
1977	1.5	50.4
1978	1.2	44.4
1979	1.3	54.7
1980	1.0	42.4

SPORT FOOTWEAR

JOGGING/RUNNING SHOES

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	20.3%	$28.73
Sport Specialty & Pro Shops	24.7	32.69
Department Stores	22.6	19.31
Discount Stores	14.7	15.10
Catalogs	2.8	21.00
Other Outlets	12.5	22.09
No Answer	2.4	20.64
Total	100.0%	$24.32

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	n.a.	n.a.
1977	9.0	147.0
1978	13.0	238.6
1979	14.0	304.0
1980	13.5	327.8

RACQUETBALL SHOES

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	31.8%	$28.61
Sport Specialty & Pro Shops	35.2	31.03
Department Stores	18.2	*
Discount Stores	6.8	*
Catalogs	-	-
Other Outlets	5.7	*
No Answer	2.3	*
Total	100.0%	$26.81

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	n.a.	n.a.
1979	n.a.	29.6 (e)
1980	11.1	29.6

SPORT FOOTWEAR

SOCCER SHOES

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	29.2%	$19.46
Sport Specialty & Pro Shops	19.1	20.18
Department Stores	18.0	10.63
Discount Stores	22.1	10.42
Catalogs	0.4	*
Other Outlets	8.2	13.27
No Answer	3.0	*
Total	100.0%	$15.46

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	n.a.	n.a.
1977	n.a.	n.a.
1978	n.a.	n.a.
1979	3.5	51.5
1980	3.8	58.4

TENNIS SHOES

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	14.9%	$25.31
Sport Specialty & Pro Shops	12.8	27.54
Department Stores	29.7	15.92
Discount Stores	20.5	12.04
Catalogs	3.0	15.00
Other Outlets	15.9	17.54
No Answer	3.2	18.46
Total	100.0%	$18.32

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	12.5**	183.9**
1977	29.0	389.5
1978	22.5	309.9
1979	20.5	317.3
1980	18.1	389.7

** Does not include Tennis-style sport shoes.

TENNIS EQUIPMENT

1980 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase (Decrease) vs. 1979 Units	Dollars
Rackets	3,545	$36.00	$127,620	(13%)	2%
Balls (Can of 3)			115,000		-
Clothing			98,000		(5)
Total			$340,620		(1)

TENNIS EQUIPMENT

TENNIS RACKETS

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	25.8%	$42.35
Sport Specialty & Pro Shops	24.7	62.24
Department Stores	14.6	20.79
Discount Stores	24.0	18.42
Catalogs	1.9	*
Other Outlets	7.1	24.68
No Answer	1.9	*
Total	100.0%	$36.00

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	8.6	183.7
1977	8.3	174.7
1978	4.9	137.0
1979	4.1	125.4
1980	3.5	127.6

TENNIS CLOTHING

1980 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Annual Expenditure
General Sporting Goods	15.0%	$43.66
Sport Specialty & Pro Shops	28.8	73.49
Department Stores	25.9	36.83
Discount Stores	13.5	30.11
Catalogs	1.5	*
Other Outlets	5.8	*
No Answer	9.5	106.81
Total	100.0%	$54.36

1976-1980 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976		n.a.
1977		n.a.
1978		n.a.
1979		103.0
1980		98.0

DEMOGRAPHIC DISTRIBUTION OF 1980 CONSUMER PURCHASES

The tables on the following pages show the demographic distribution of dollar purchases of each product included in the survey. The breakdown of total U.S. households is shown for comparison.

The geographic regions referred to are shown on the map below.

DEMOGRAPHIC DISTRIBUTION OF 1980 CONSUMER PURCHASES

Geographic Region	Total U.S. Households	Archery Bows	Baseball Gloves	Basketballs	Billiard Tables
New England	5.9%	3.6%	5.2%	7.2%	2.3%
Middle Atlantic	16.6	15.2	18.0	11.5	7.1
East North Central	18.8	12.5	17.1	15.5	15.8
West North Central	8.0	14.7	9.7	5.8	20.4
South Atlantic	16.2	17.6	14.2	22.9	19.1
East South Central	5.9	10.4	6.0	8.0	6.7
West South Central	10.2	8.2	10.5	11.3	10.5
Mountain	4.5	4.9	5.0	3.3	1.1
Pacific	13.9	12.9	14.3	14.5	17.0
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Household Income					
Under $15,000	46.6%	44.1%	20.7%	23.0%	17.1%
$15,000 - $24,999	27.7	34.4	40.2	32.1	36.3
$25,000 - $34,999	15.5	13.1	26.0	23.5	7.1
$35,000 & Over	10.2	8.4	13.1	21.4	39.5
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Education of Head of Household					
Less than High School	17.6%	10.1%	8.3%	6.5%	4.7%
High School	33.0	45.6	32.8	28.0	30.9
Some College	21.7	21.3	26.0	26.1	28.6
College Graduate	27.7	23.0	32.9	39.4	35.8
Total	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1980 CONSUMER PURCHASES

Geographic Region	Bowling Balls	Camping Equipment			
		Backpacks	Tents	Sleeping Bags	Stoves
New England	5.3%	8.8%	8.5%	5.7%	6.1%
Middle Atlantic	17.2	15.9	17.7	17.8	16.7
East North Central	27.8	16.3	17.2	17.8	16.3
West North Central	7.3	9.0	4.3	5.3	4.6
South Atlantic	12.5	10.0	9.2	8.1	17.4
East South Central	3.4	4.7	7.2	4.4	6.7
West South Central	7.4	6.6	9.9	6.2	6.4
Mountain	4.8	5.0	6.4	11.1	5.2
Pacific	14.3	23.7	19.6	23.6	20.6
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Household Income					
Under $15,000	37.6%	14.5%	26.2%	24.1%	37.5%
$15,000 - $24,999	37.4	42.5	41.9	34.5	32.1
$25,000 - $34,999	14.2	22.9	22.3	24.6	17.0
$35,000 & Over	10.8	20.1	9.6	16.8	13.4
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Education of Head of Household					
Less than High School	12.1%	5.2%	10.8%	8.1%	9.9%
High School	40.8	24.9	30.7	32.1	31.9
Some College	25.4	18.7	21.6	24.8	18.9
College Graduate	21.7	51.2	36.9	35.0	39.3
Total	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1980 CONSUMER PURCHASES

Geographic Region	Total U.S. Households	-------Exercise Equipment-------- Warm-up Suits	Barbells/ Weight Sets	Stationary Bikes	Shotguns
New England	5.9%	5.1%	4.9%	5.0%	1.4%
Middle Atlantic	16.6	17.3	18.6	24.4	9.2
East North Central	18.8	19.4	19.1	20.7	27.7
West North Central	8.0	7.8	5.9	10.2	12.7
South Atlantic	16.2	14.3	17.7	8.4	16.1
East South Central	5.9	4.8	4.3	3.7	6.9
West South Central	10.2	11.2	14.5	8.1	12.2
Mountain	4.5	3.6	3.1	3.6	3.1
Pacific	13.9	16.5	11.9	15.9	10.7
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Household Income					
Under $15,000	46.6%	23.0%	29.3%	23.3%	36.5%
$15,000 - $24,999	27.7	25.9	36.0	26.4	27.8
$25,000 - $34,999	15.5	19.2	18.6	18.2	12.8
$35,000 & Over	10.2	31.9	16.1	32.1	22.9
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Education of Head of Household					
Less than High School	17.6%	3.8%	7.8%	6.6%	17.4%
High School	33.0	24.3	32.2	24.8	33.5
Some College	21.7	24.9	27.1	21.7	21.1
College Graduate	27.7	47.0	32.9	46.9	28.0
Total	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1980 CONSUMER PURCHASES

Geographic Region	Rifles	----Fishing Tackle---- Separate Reels	Rod-Reel Combinations	-Golf Equipment- Clubs	Balls
New England	1.5%	4.1%	4.2%	9.3%	6.9%
Middle Atlantic	9.3	13.3	14.9	17.6	15.9
East North Central	12.7	17.6	21.7	22.6	23.3
West North Central	11.1	9.3	6.9	6.6	5.7
South Atlantic	17.0	15.0	16.6	12.3	16.2
East South Central	11.9	7.4	6.0	6.1	5.2
West South Central	16.2	11.8	13.5	4.3	7.9
Mountain	8.8	5.5	4.9	5.8	4.3
Pacific	11.5	16.0	11.3	15.4	14.6
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Household Income					
Under $15,000	30.6%	27.8%	29.4%	20.1%	14.3%
$15,000 - $24,999	35.5	32.5	37.0	23.1	27.2
$25,000 - $34,999	15.9	23.3	19.7	29.2	26.1
$35,000 & Over	18.0	16.4	13.9	27.6	32.4
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Education of Head of Household					
Less than High School	12.3%	9.3%	12.5%	5.3%	4.6%
High School	33.4	37.1	39.8	27.4	22.0
Some College	29.4	26.9	26.4	29.7	24.2
College Graduate	24.9	26.7	21.3	37.6	49.2
Total	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1980 CONSUMER PURCHASES

Geographic Region	Total U.S. Households	Hockey Skates	Racquetball Racquets	Shoe Roller-Skates	Cross-Country Skis
New England	5.9%	32.0%	5.0%	6.0%	8.7%
Middle Atlantic	16.6	20.1	26.3	18.3	26.6
East North Central	18.8	34.4	24.4	17.4	38.8
West North Central	8.0	4.9	3.8	4.0	9.4
South Atlantic	16.2	3.9	14.0	13.6	1.4
East South Central	5.9	-	2.3	3.6	.4
West South Central	10.2	-	4.7	7.9	.5
Mountain	4.5	1.5	2.7	7.2	8.3
Pacific	13.9	3.2	16.8	22.0	5.9
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Household Income					
Under $15,000	46.6%	9.5%	17.0%	25.1%	20.4%
$15,000 - $24,999	27.7	28.3	30.2	34.3	28.3
$25,000 - $34,999	15.5	27.8	27.3	25.8	23.3
$35,000 & Over	10.2	34.4	25.5	14.8	28.0
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Education of Head of Household					
Less than High School	17.6%	3.4%	2.2%	7.8%	1.3%
High School	33.0	24.3	22.8	33.2	13.9
Some College	21.7	12.6	24.9	27.6	18.8
College Graduate	27.7	59.7	50.1	31.4	66.0
Total	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1980 CONSUMER PURCHASES

Geographic Region	--Skiing Equipment-- Downhill Skis	Downhill Skiwear	Soccer Balls	----Sport Footwear---- Baseball Shoes	Basketball Shoes
New England	7.2%	7.1%	5.5%	5.6%	4.9%
Middle Atlantic	19.7	17.7	14.1	14.4	16.8
East North Central	14.4	14.2	23.6	18.1	20.7
West North Central	4.1	9.0	2.9	8.0	7.2
South Atlantic	13.4	12.2	14.3	15.7	17.9
East South Central	-	0.3	6.3	5.9	8.0
West South Central	6.3	6.7	15.3	17.4	7.9
Mountain	10.9	5.4	3.1	2.5	3.7
Pacific	24.0	27.4	14.9	12.4	12.9
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Household Income					
Under $15,000	12.1%	14.3%	17.2%	20.7%	17.4%
$15,000 - $24,999	23.6	22.0	40.0	39.8	39.6
$25,000 - $34,999	25.2	18.5	28.8	27.0	24.8
$35,000 & Over	39.1	45.2	14.0	12.5	18.2
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Education of Head of Household					
Less than High School	0.2%	1.4%	4.2%	7.6%	8.6%
High School	19.4	16.5	28.8	34.5	29.5
Some College	19.8	18.7	21.2	27.1	23.1
College Graduate	60.6	63.4	45.8	30.8	38.8
Total	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1980 CONSUMER PURCHASES

Geographic Region	Total U.S. Households	Sport Footwear: Football Shoes	Sport Footwear: Gym Shoes/ Sneakers	Sport Footwear: Hiking Boots	Sport Footwear: Running/ Jogging Shoes
New England	5.9%	3.8%	6.9%	8.3%	6.6%
Middle Atlantic	16.6	13.8	25.0	17.1	15.2
East North Central	18.8	20.1	22.6	21.0	14.6
West North Central	8.0	11.5	6.1	6.2	7.5
South Atlantic	16.2	19.3	14.0	5.0	15.3
East South Central	5.9	4.8	5.2	3.0	6.8
West South Central	10.2	9.6	6.7	7.5	9.0
Mountain	4.5	4.7	3.8	10.2	7.3
Pacific	13.9	12.4	9.7	21.7	17.7
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Household Income					
Under $15,000	46.6%	14.1%	20.3%	22.9%	20.1%
$15,000 - $24,999	27.7	32.6	35.0	30.5	32.2
$25,000 - $34,999	15.5	31.6	28.1	21.7	27.5
$35,000 & Over	10.2	21.7	16.6	24.9	20.2
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Education of Head of Household					
Less than High School	17.6%	7.8%	8.1%	6.8%	5.5%
High School	33.0	29.0	32.6	20.8	23.2
Some College	21.7	23.6	21.5	24.4	24.7
College Graduate	27.7	39.6	37.8	48.0	46.6
Total	100.0%	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1980 CONSUMER PURCHASES

Geographic Region	Sport Footwear: Racquetball Shoes	Sport Footwear: Soccer Shoes	Sport Footwear: Tennis Shoes	Tennis Equipment: Rackets	Tennis Equipment: Clothing
New England	6.7%	7.0%	2.5%	4.9%	3.8%
Middle Atlantic	16.4	19.0	9.7	16.7	19.2
East North Central	25.7	13.4	19.3	15.1	13.4
West North Central	4.6	3.5	11.4	6.6	4.4
South Atlantic	10.4	13.0	17.2	15.7	24.0
East South Central	-	4.3	7.1	9.2	4.5
West South Central	9.5	13.4	9.7	10.3	9.0
Mountain	4.0	3.9	5.4	5.6	2.4
Pacific	22.7	22.5	17.7	15.9	19.3
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Household Income					
Under $15,000	7.5%	12.1%	20.6%	13.1%	12.7%
$15,000 - $24,999	23.4	28.7	33.0	23.0	20.1
$25,000 - $34,999	42.7	38.3	26.8	28.9	25.8
$35,000 & Over	26.4	20.9	19.6	35.0	41.4
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Education of Head of Household					
Less than High School	1.0%	4.3%	8.2%	2.5%	1.8%
High School	16.9	18.0	29.6	18.2	9.5
Some College	21.8	23.3	25.1	21.3	23.9
College Graduate	60.3	54.4	37.1	58.0	64.8
Total	100.0%	100.0%	100.0%	100.0%	100.0%

REGIONAL SHARE OF U.S. PURCHASES

The preceding section showed, for each product, the percentage sales breakdown by census region. The following tables present the same percentages in a different way. For each census region, the products are listed in order of percent of sales in that region.

The percentage of households in the region is also shown. Products whose percent of sales is greater than the percent of households have above average sales per capita in that region. This is typical of winter goods in the snowbelt. Likewise, products whose percent of sales is less than the percent of households, have below average sales per capita in that region.

REGIONAL SHARE OF U.S. PURCHASES

NEW ENGLAND		MIDDLE ATLANTIC	
Percent of U.S. Households	5.9%	Percent of U.S. Households	16.6%
Hockey Skates	32.0%	Cross-Country Skis	26.6%
Golf Clubs	9.3	Racquetball Racquets	26.3
Backpacks	8.8	Gym Shoes/Sneakers	25.0
Cross-Country Skis	8.7	Stationary Exercise Bikes	24.4
Tents	8.5	Hockey Skates	20.1
Hiking Boots	8.3	Downhill Skis	19.7
Basketballs	7.2	Tennis Clothing	19.2
Downhill Skis	7.2	Soccer Shoes	19.0
Downhill Skiwear	7.1	Barbells/Weight Sets	18.6
Soccer Shoes	7.0	Shoe Rollerskates	18.3
Gym Shoes/Sneakers	6.9	Baseball Gloves	18.0
Golf Balls	6.9	Sleeping Bags	17.8
Racquetball Shoes	6.7	Tents	17.7
Jogging/Running Shoes	6.6	Downhill Skiwear	17.7
Camp Stoves	6.1	Golf Clubs	17.6
Shoe Rollerskates	6.0	Warm-up Suits	17.3
Sleeping Bags	5.7	Bowling Balls	17.2
Baseball Shoes	5.6	Hiking Boots	17.1
Soccer Balls	5.5	Basketball Shoes	16.8
Bowling Balls	5.3	Tennis Rackets	16.7
Baseball Gloves	5.2	Camp Stoves	16.7
Warm-up Suits	5.1	Racquetball Shoes	16.4
Stationary Exercise Bikes	5.0	Backpacks	15.9
Racquetball Racquets	5.0	Golf Balls	15.9
Barbells/Weight Sets	4.9	Archery Bows	15.2
Basketball Shoes	4.9	Jogging/Running Shoes	15.2
Tennis Rackets	4.5	Rod-Reel Combinations	14.9
Rod-Reel Combinations	4.2	Baseball Shoes	14.4
Fishing Reels - Separate	4.1	Soccer Balls	14.1
Football Shoes	3.8	Football Shoes	13.8
Tennis Clothing	3.8	Fishing Reels - Separate	13.3
Archery Bows	3.6	Basketballs	11.5
Tennis Shoes	2.5	Tennis Shoes	9.7
Billiard Tables	2.3	Rifles	9.3
Rifles	1.5	Shotguns	9.2
Shotguns	1.4	Billiard Tables	7.1

REGIONAL SHARE OF U.S. PURCHASES

EAST NORTH CENTRAL		WEST NORTH CENTRAL	
Percent of U.S. Households	18.8%	Percent of U.S. Households	8.0%
Cross-Country Skis	38.8%	Billiard Tables	20.4%
Hockey Skates	34.4	Archery Bows	14.7
Bowling Balls	27.8	Shotguns	12.7
Shotguns	27.7	Football Shoes	11.5
Racquetball Shoes	25.7	Tennis Shoes	11.4
Racquetball Racquets	24.4	Rifles	11.1
Soccer Balls	23.6	Stationary Exercise Bikes	10.2
Golf Balls	23.3	Baseball Gloves	9.7
Golf Clubs	22.6	Cross-Country Skis	9.4
Gym Shoes/Sneakers	22.6	Fishing Reels - Separate	9.3
Rod-Reel Combinations	21.7	Backpacks	9.0
Hiking Boots	21.0	Downhill Skiwear	9.0
Stationary Exercise Bikes	20.7	Baseball Shoes	8.0
Basketball Shoes	20.7	Warm-up Suits	7.8
Football Shoes	20.1	Jogging/Running Shoes	7.5
Warm-up Suits	19.4	Bowling Balls	7.3
Tennis Shoes	19.3	Basketball Shoes	7.2
Barbells/Weight Sets	19.1	Rod-Reel Combinations	6.9
Baseball Shoes	18.1	Golf Clubs	6.6
Sleeping Bags	17.8	Tennis Rackets	6.6
Fishing Reels - Separate	17.6	Hiking Boots	6.2
Shoe Rollerskates	17.4	Gym Shoes/Sneakers	6.1
Tents	17.2	Barbells/Weight Sets	5.9
Baseball Gloves	17.1	Basketballs	5.8
Backpacks	16.3	Golf Balls	5.7
Camp Stoves	16.3	Sleeping Bags	5.3
Billiard Tables	15.8	Hockey Skates	4.9
Basketballs	15.5	Camp Stoves	4.6
Tennis Rackets	15.1	Racquetball Shoes	4.6
Jogging/Running Shoes	14.6	Tennis Clothing	4.4
Downhill Skis	14.4	Tents	4.3
Downhill Skiwear	14.2	Downhill Skis	4.1
Tennis Clothing	13.4	Shoe Rollerskates	4.0
Soccer Shoes	13.4	Racquetball Racquets	3.8
Rifles	12.7	Soccer Shoes	3.5
Archery Bows	12.5	Soccer Balls	2.9

REGIONAL SHARE OF U.S. PURCHASES

SOUTH ATLANTIC		EAST SOUTH CENTRAL	
Percent of U.S. Households	16.2%	Percent of U.S. Households	5.9%
Tennis Clothing	24.0%	Rifles	11.9%
Basketballs	22.9	Archery Bows	10.4
Football Shoes	19.3	Tennis Rackets	9.2
Billiard Tables	19.1	Basketballs	8.0
Basketball Shoes	17.9	Basketball Shoes	8.0
Barbells/Weight Sets	17.7	Fishing Reels - Separate	7.4
Archery Bows	17.6	Tents	7.2
Camp Stoves	17.4	Tennis Shoes	7.1
Tennis Shoes	17.2	Shotguns	6.9
Rifles	17.0	Jogging/Running Shoes	6.8
Rod-Reel Combinations	16.6	Billiard Tables	6.7
Golf Balls	16.2	Camp Stoves	6.7
Shotguns	16.1	Soccer Balls	6.3
Baseball Shoes	15.7	Golf Clubs	6.1
Tennis Rackets	15.7	Baseball Gloves	6.0
Jogging/Running Shoes	15.3	Rod-Reel Combinations	6.0
Fishing Reels - Separate	15.0	Baseball Shoes	5.9
Warm-up Suits	14.3	Golf Balls	5.2
Soccer Balls	14.3	Gym Shoes/Sneakers	5.2
Baseball Gloves	14.2	Warm-up Suits	4.8
Racquetball Racquets	14.0	Football Shoes	4.8
Gym Shoes/Sneakers	14.0	Backpacks	4.7
Shoe Rollerskates	13.6	Tennis Clothing	4.5
Downhill Skis	13.4	Sleeping Bags	4.4
Soccer Shoes	13.0	Soccer Shoes	4.3
Bowling Balls	12.5	Barbells/Weight Sets	4.3
Golf Clubs	12.3	Stationary Exercise Bikes	3.7
Downhill Skiwear	12.2	Shoe Rollerskates	3.6
Racquetball Shoes	10.4	Bowling Balls	3.4
Backpacks	10.0	Hiking Boots	3.0
Tents	9.2	Racquetball Racquets	2.3
Stationary Exercise Bikes	8.4	Cross-Country Skis	.4
Sleeping Bags	8.1	Downhill Skiwear	.3
Hiking Boots	5.0	Hockey Skates	-
Hockey Skates	3.9	Downhill Skis	-
Cross-Country Skis	1.4	Racquetball Shoes	-

REGIONAL SHARE OF U.S. PURCHASES

WEST SOUTH CENTRAL	
Percent of U.S. Households	10.2%
Baseball Shoes	17.4%
Rifles	16.2
Soccer Balls	15.3
Barbells/Weight Sets	14.5
Rod-Reel Combinations	13.5
Soccer Shoes	13.4
Shotguns	12.2
Fishing Reels - Separate	11.8
Basketballs	11.3
Warm-up Suits	11.2
Baseball Gloves	10.5
Billiard Tables	10.5
Tennis Rackets	10.3
Tents	9.9
Tennis Shoes	9.7
Football Shoes	9.6
Racquetball Shoes	9.5
Tennis Clothing	9.0
Jogging/Running Shoes	9.0
Archery Bows	8.2
Stationary Exercise Bikes	8.1
Shoe Rollerskates	7.9
Basketball Shoes	7.9
Golf Balls	7.9
Hiking Boots	7.5
Bowling Balls	7.4
Downhill Skiwear	6.7
Gym Shoes/Sneakers	6.7
Backpacks	6.6
Camp Stoves	6.4
Downhill Skis	6.3
Sleeping Bags	6.2
Racquetball Racquets	4.7
Golf Clubs	4.3
Cross-Country Skis	.5
Hockey Skates	-

MOUNTAIN	
Percent of U.S. Households	4.5%
Sleeping Bags	11.1%
Downhill Skis	10.9
Hiking Boots	10.2
Rifles	8.8
Cross-Country Skis	8.3
Jogging/Running Shoes	7.3
Shoe Rollerskates	7.2
Tents	6.4
Golf Clubs	5.8
Tennis Rackets	5.6
Fishing Reels - Separate	5.5
Downhill Skiwear	5.4
Tennis Shoes	5.4
Camp Stoves	5.2
Baseball Gloves	5.0
Backpacks	5.0
Archery Bows	4.9
Rod-Reel Combinations	4.9
Bowling Balls	4.8
Football Shoes	4.7
Golf Balls	4.3
Racquetball Shoes	4.0
Soccer Shoes	3.9
Gym Shoes/Sneakers	3.8
Basketball Shoes	3.7
Warm-up Suits	3.6
Stationary Exercise Bikes	3.6
Basketballs	3.3
Barbells/Weight Sets	3.1
Shotguns	3.1
Soccer Balls	3.1
Racquetball Racquets	2.7
Baseball Shoes	2.5
Tennis Clothing	2.4
Hockey Skates	1.5
Billiard Tables	1.1

REGIONAL SHARE OF U.S. PURCHASES

PACIFIC

Percent of U.S. Households	10.2%
Downhill Skiwear	27.4%
Downhill Skis	24.0
Backpacks	23.7
Sleeping Bags	23.6
Racquetball Shoes	22.5
Soccer Shoes	22.5
Shoe Rollerskates	22.0
Hiking Boots	21.7
Camp Stoves	20.6
Tents	19.6
Tennis Clothing	19.3
Jogging/Running Shoes	17.7
Tennis Shoes	17.7
Billiard Tables	17.0
Racquetball Racquets	16.8
Warm-up Suits	16.5
Fishing Reels - Separate	16.0
Stationary Exercise Bikes	15.9
Tennis Rackets	15.9
Golf Clubs	15.4
Soccer Balls	14.9
Golf Balls	14.6
Basketballs	14.5
Baseball Gloves	14.3
Bowling Balls	14.3
Archery Bows	12.9
Basketball Shoes	12.9
Baseball Shoes	12.4
Football Shoes	12.4
Barbells/Weight Sets	11.9
Rifles	11.5
Rod-Reel Combinations	11.3
Shotguns	10.7
Gym Shoes/Sneakers	9.7
Cross-Country Skis	5.9
Hockey Skates	3.2